

Canada should forget what the U.S. says, drop Chiang Kai-shek, and recognize that Communism in China has come to stay . . . that's what Canadian apocalypticist E. T. Tanner says in his final article on Red China . . .



CHINA'S FLEETING MILLIONS put up a dam on the Yellow River with their bare hands soon after the Communists took over—which is one reason why her leaders say there is no "population problem" there. They want even more than 650,000,000 people . . .

The faces of Red China—650,000,000 who don't like Ike

—BUT THEY COULD BE OUR FRIENDS, AND

"We can't afford to have them as our enemies"

By E. T. TANNER

A highlight of my visit to Communist China came in an interview with Vice-Premier Chen Yi, who had just returned from talks with Premier Chou En-lai after talks with Prime Minister Nehru on the Sino-Indian border dispute.

"At that time most Westerners and many of our own people, too, were only interested in profits—and we still have a few like that in Shanghai and Tientsin," he said.

"Most of the reports received in Western countries have been based on out-of-date missionary stories," he said.

"Conditions here have been pictured as they were 40 years ago during the age of bound feet, opium and street brawls."

"As that time most Westerners and many of our own people, too, were only interested in profits—and we still have a few like that in Shanghai and Tientsin," he said.

"I asked the vice-premier about the 'population problem' of China, and whether the nation could support 650 million people.

"We do not agree that this is a problem," he told me.

"The question on population is connected with the cultural level and medical knowledge of the people."

"Too few people"

"Already government and factory workers do not want too many children. We doubt if our population will ever exceed a billion—and as far as we are concerned at the present time, there are too few people, not too many."

"There is no need for China to expand into Southeast Asia," the vice-premier assured us. "Our resources are quite sufficient for our present and future needs."

"We are not against the United States people, but we are against United States imperialism," Mr. Chen Yi said.

"I have no intention of expressing views regarding the internal affairs of the United States, but this would have to include reference to racial discrimination, including that with these yellow skins."

"As vice-premier of China, the color of my skin would give me inferior living quarters in the United States."

"No interference"

"We will not interfere with the reunification of Korea; we cannot reconstruct peacefully in China. If there is a new war in Korea."

"Formosa is now in the hands of the U.S. 7th Fleet, but we will not attack the 7th Fleet. If it does not attack us, we will not negotiate for its withdrawal."

"We are even willing to give favorable treatment to Chiang Kai-shek—but this is China's internal affair."

"A member of my party asked the vice-premier how he thought peace could be kept best in the world."

"Don't antagonize the United States," he said loudly. "This would only increase their appetite for us, so we must try to stimulate the U.S. superiority complex."

"We'll wait"

"We are willing to wait 100 or 200 years. Surely the United States will withdraw from Formosa some day."

"All people over 40 have experienced two world wars, and we do not want World War III," Mr. Chen Yi said.

"Some people seem to think that China does not understand the destructive power of H-bombs, like it from now-on do."

Mr. Chen Yi was obviously content about Communist China's lack of representation in the United Nations.

"When questions regarding



While in China I tried to detect some signs of rift between it and Soviet Union—but I could find none. Russia is looked on as the "big brother."



China came up," he said, "the U.S. acts like a court without the accused being present. We would like to participate with other nations in international affairs, but we must object if our rights are violated."

The Communist official gave us a frank statement of China's position regarding India, Nepal and Tibet.

"We apologized"

Mr. Chen Yi said China wanted Indian friendship — "no war is possible between China and India—and added the border dispute was a small one, which he hoped would soon be settled."

"Some people claim that China is 'frying' ahead of India," he added. "Those who make state medals like this have inferior motives and want to sow discord."

Both China and India are islands like this between our countries, so each will stay backward. Otherwise, why compare two poor men, both with poor shoes and pants?"

"We had a Sino-Nepalese border dispute," Mr. Chen Yi admitted. "Our patrol killed a guard should not have happened—and our country has apologized and made restitution."

"India interfered"

However, the vice-premier said India of an unfriendly act in "convincing with the Dalai Lama to set up a sort of Tibetan government in exile."

"India interfered in Tibet and provoked rebellion, and we have had to suppress it," he said.

Predicting that China would attain western living standards in 40 or 50 years, Mr. Chen Yi said: "We have seven export products—but all of them agree on the

need to rebuild our country by socialism."

He agreed there was opposition, however, from 400,000 "rightists, mostly former landlords, and this opposition we have to try to win over by discussion and open debate in our press."

"There's no rift"

I also having visited the Soviet Union in 1956—at which time I had the privilege of an interview with Premier Khrushchev—and again this summer after my tour of China.

Russia and China do not have differences of opinion, but I think say hope that they will end up fighting each other is just wishful thinking.

And I must say this: I believe it would be in Canada's best interest to drop relations with Chiang Kai-shek and recognize the Communist government, which after all has been in control of the mainland for more than 10 years.

Great Britain and other European countries have long since had diplomatic relations with Peking. And so should we.

It's belied

Canada has been following the lead of the State Department of the United States, whose foreign policy is based on the legislation of the Peking government and its replacement by Chiang Kai-shek.

That policy has failed, and has become an embarrassment to responsible Canadian citizens. Farmers, businessmen, and Canadians generally would I feel sure, now vote by a big majority for recognition.

China has 650 million people who wish to have diplomatic relations and trade with Canada. We cannot afford to have 650 million in enmity when we can have them as friends.

Canada needs trade. We should denounce Chiang's representative and exchange representatives with Peking.

If we have the courage to take this realistic and sensible step, Canadian and Chinese merchandise will soon be plying the Pacific from Vancouver to Shanghai with the products of our two countries which will result in additional prosperity to Canadian agriculture and industry.—From the Telegram News Service.

GEMS OF THOUGHT
AN EXAMPLE

One example is worth a thousand arguments.

—William E. Gladstone

The first great gift we can bestow on others is a good example.

—Thomas More

Conscience is seen in example more than in precept.

Mary Baker Eddy

To set a lofty example is the easiest; to set a man on fire is the hardest.

—Benjamin Franklin

The only rational way of educating is to be an example — if one can't help it, a warning example.

—Albert Einstein



"Pet Shop"

"The world is full of an animal."

Gun racks

"Better be safe than be sorry!" So, whether you have one gun or several, put your mind at ease by making one of these racks. Pat-

tern 405 gives actual-size cutting guides for all shaped parts, and shows every detail of the simple construction. It will be mailed for \$10. This pattern is of four in the Sportsman's Pocket for \$1.75.

Home Workshop Patterns, Department P.F.L., 4435 West 34 Avenue

Safety-lock gun racks

Pattern 405

Pattern 405 gives actual-size cutting guides for all shaped parts, and shows every detail of the simple construction. It will be mailed for \$10. This pattern is of four in the Sportsman's Pocket for \$1.75.

Home Workshop Patterns, Department P.F.L., 4435 West 34 Avenue

Fascinating fun

Ford 1923

Ford 1923

Ford 1923

Ford 1923

Ford 1923

Ford 1923

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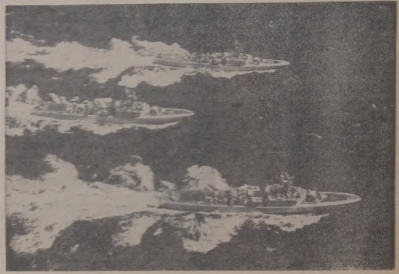
Ford 1923

Ford 1923

Ford 1923

Ford 1923

Ford 1923



DOWN THE STREETS—Like horses racing for the win, three H. Laurent class destroyers escort surge through smoky seas during exercises off Hawaii. Units of the Second Canadian Escort Squadron, based at Esquimaut, B.C., they are, from top: HMCS St. Lawrence, Annapolis and Ottawa. The engines of the three ships produce a total horsepower of 60,000.

—U.S. Navy photo.

CONFERRING at the Second World Conference on Adult Education held recently in Montreal are, from left, Mallan Jirinda, Deputy of Nigeria; William D. Johnston of UNESCO's local arrangements committee; and Kwai O. Hagan, of Ghana.

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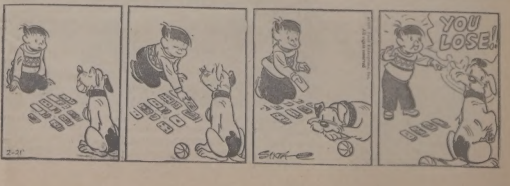
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YOU LOSE!

Pencils sharpening hints help

Research has shown that the average lead pencil can write an average of 45,000 words.

However, if you're entertaining any thoughts of experimenting with pencils to check the accuracy of this figure, you will be wise to exercise extreme care in sharpening the writing instrument. For research has shown also that most people just don't know how to sharpen pencils properly.

Canadian lead pencil manufacturers recommended that you use a mechanical sharpener—not a knife or your teeth. Grasp the pencil with thumb, index and middle finger. Then feed it into the sharpener with a light pressure, turning the crank evenly and briskly. Don't hurry and don't push. Allow the pencil to roll in your finger to ensure a tapered lead.

EARLIEST RELIGION

The earliest religion in India was a form of animism, the ancient Hindus believing in animal- spirits and tree-gods.

Don't overload your wiring:

What's the fishing like at Lac La Ronge?

Someone put that question to Ted Troubleshoot, famed American outdoors writer. He answered: "Well, I don't know if it's the best, but man, if it was any better I just couldn't stand it."

Words such as these have become almost commonplace around Lac Ronge where even the tallest of fishermen "yarns" can and do come true. For, whenever fishermen talk about angling at Lac Ronge, it's always "the biggest" fish they ever saw, "the biggest" day of fishing in their experience.

At Lac Ronge "the biggest" is always true. A record of cold weather fishing in the north is the area that two years ago produced the largest Lake Trout and Northern Pike caught on the North American continent. On July 31, 1968, H. J. Thorndike, a service station operator from St. Louis, Saskatchewan, landed a 40-lb., 10-lb. 10-inch Lake Trout from the waters of Kingman Lake in Prince Albert National Park on July 5, 1963. J. B. Oakleaf of Mo-

"FISHING THE LAST FRONTIER"

line, Illinois, landed on a 35-pound 10-inch Northern Pike on Cree Lake, which was quite good enough to top the field in the Northern Pike class incidentally. The "biggest" catch in the world was on his first cast of the morning, but where another fisherman might have been content to stop there, he kept on casting for the rest of the day.

Back in 1964, a commercial fisherman on the waters of Lac Ronge netted a monstrous 80-lb. 10-lb. 10-inch Lake Trout. It was the largest Lake Trout on record and the "biggest" catch in the world to be so, 10-lb. 10-inch old. Confirmed by the evidence of this commercial fisherman's catches, anglers feel there must be more big ones lurking in these northern waters.

Truly, anglers never had it so good as they fish the Northern Saskatchewan area. New access roads are opening up lakes seldom, if ever, fished before. Sportmen are now casting in waters which have never felt the touch of the lure before. Small fishing parties find themselves with a whole 100-square mile lake to themselves. Reconsidered at first by influx of visitors, the scattered sparse population of the area has quickly found out what all the excitement is about, and many of them spend their summer months guiding fishermen about lakes they know like the back of their hand. If ever a region deserved the oft-quoted term "fishing paradise," this is it!

This Western Canadian Province of Saskatchewan is actually a strange paradox. It is possibly best known as the "wheat breadbasket" for its tremendous wheat production and its automobile industry. It is also known as the "wheat breadbasket" for its tremendous wheat production and its automobile industry. It is also known as the "wheat breadbasket" for its tremendous wheat production and its automobile industry.

It is this commercial forest belt and Pre-Cambrian Shield that is providing all the current excitement for anglers. This is the "Last Frontier" that is now being opened up by northern road-building programs. The last northern road didn't really start until 1947. That was the year the Government of Saskatchewan completed a 10-mile gravel highway through the muskeg and commercial forest area to Lac la Ronge. The road wasn't built primarily for the sportmen, but it was the angler (more specifically, the American angler who found it first. Until 1947, there was only a trail to Lac

Ronge that took several days to cover; now it could be covered in a few hours. The boys wrote back from the west and looking for new areas to fish, and they quickly took advantage of the opportunity to travel to Lac Ronge which this new road presented.

Almost overnight, Lac Ronge became a busy resort community catering to the sports fishermen. Camp operators built cabins and put their earnings into a good string of boats and motors to provide the very best in facilities for their visitors.

Ten years ago, Lac La Ronge was very much the end of the road, although it is scarcely more so now. But now roads are fanning out in all directions across Saskatchewan's northland. Lac Ronge is still probably the best-known lake and attracts the most sportmen. But as access roads have been constructed, other lakes such as Lac la Plonge, Dore Lake, Kootenay Lake, Canoe Lake, Egg Lake, Montreal Lake and others have come into prominence.

An excellent trout lake, Lac Ronge has also become famous for its building Northern Pike. In the cold waters of this lake, the Pike becomes almost vicious and given an angler a hectic battle before he's boated. And for the devotees of the Walleye, there's also good fishing for this species. But many an American angler will have come for Lake Trout or Walleye has stayed so tame with the Beave Pike is his heart's content.

But despite the coldness of the water in Lac Ronge and other near-by lakes, the Prince of the North—the famous Arctic Grayling—still hasn't failed to them. To enjoy the acrobatic antics of this prize fish, fly-casting enthusiasts have to climb into planes for a trip further north. The Grayling likes the cold clear waters—almost rapids. As yet he cannot be found in waters that are reached by car.

But that day may be coming. One of the biggest of all northern road-building projects is now underway—a 500-mile stretch through the muskeg and lake and forest of the Pre-Cambrian Shield which will extend from Lac Ronge to Uranium City on the mighty Lake Athabasca. This road, which is expected to reach the Churchill River by 1969, will bring the average tourist in his family safe to the waters frequented by the Arctic Grayling.

To the south and east of the Lac Ronge, another road is being pushed through what was completed in 1959. They call it the Sturgeon Lake Road—224 miles through Saskatchewan's rugged northeast that will open an unlimited vista to the sports fisherman and tourist.

Complimentary to the road building projects, good northern air services have been developed to transport adventure-bound sportmen to lakes not accessible by car. Here the angling is out of this world as Lake Trout, Northern Pike, Walleye and Arctic Grayling fight over the lure that the anglers drop. Saskatchewan Government Airways, an air service established to help open the north, now has regular-scheduled flights which set anglers down at wilderness camps. Charter services to lakes across the northland are available at the call of the sportman.

From late May when the ice goes out until the cold weather hits in October, anglers are having the time of their lives fishing in these waters of Northern Saskatchewan that are now being opened up. When an angler hits upon a good thing, he may want to keep it to himself. But actually there is so much water and so many lakes in Northern Saskatchewan that it's relatively intouch, that there's no need for this. There's plenty for everyone. And if you want to join in the fun of "Fishing the Last Frontier," complete information on the lake, accommodations, road, type of limits, seasons, etc., may be obtained from the Tourist through Department of Travel and Information, Regina, Sask., Canada.

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GARDENERS AWARDED—Four prizes in the Fort Osborne Garden and Grounds Improvement competition was won by Capt. S. U. (Bud) Ritchie and his family. 2011 Corydon Ave. were presented with a \$1000 cheque by Mr. J. H. Parnham, Commander, Middle Ave., and after lower and judged by Major Les Service. Below are during the presentation at the Ritchie home. Left to right: Mr. W. B. Lamer, guest consultant for the contest; Capt. Ritchie; daughter Mary; Mrs. Ritchie; and Mrs. Ritchie. Photo by Major Les Service.

—National Defence photo.

BLIND BUSINESS MEN keep their appointments with the help of Braille. Trained by a home teacher from the Canadian National Institute for the Blind, read watches and clocks perfectly equipped with Braille numerals and a Braille clock. CNIB services of Rehabilitation, Recreation, Residence Care and Research at the Fingerhut Centre, 1000 St. John St., offer help and generosity where the volunteer canvasser calls for your donation to the current appeal.



Feet off the ground, the highland dancing ladies thrill the heart of every Scot as they through their paces before the judges. One of the Canada's most popular forms of folk dancing, this Scottish highland performance was turned in at Pergus, Ont., where the annual Pergus Games are recognized as one of the top events of its kind in the country. Visitors through the thousands to enjoy the games.

COW TREE

The cow tree of Central and South America contains a large quantity of sweet and nourishing white milk.

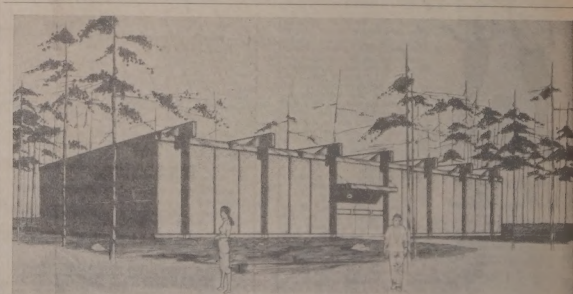
SAFETY MAKES SENSE



Be Extra Cautious
around Moving Machinery!

HISTORIC DESK—Duffley Page, seated, general manager of the Canada of the Cinnard Line, and T. Reginald Smathers, deputy general manager, are shown with the original desk at which Sam- uel Cinnard of Halifax, N.S., planned more than a century ago, a regular steamship passenger and mail service on the Atlantic.

The desk, acquired recently by the Line, was used by Samuel Cinnard from about 1820 to 1840. The desk is in the home of the Canadian shipowner as he appeared when he introduced his service, 120 years ago.



STUDIO BUILDING, EXMA LANE ART SCHOOL—Work has started on a new Studio Building and a Central Facilities Building at the University of Saskatchewan's Art School at Saskatoon. The building will be built on a site of about 100 acres and will be completed in 1970. The new facilities are being built under the University's five-year expansion program which will see about

\$14 million spent on improvements and new construction at Saskatchewan. The building will be built on a site of about 100 acres and will be completed in 1970. The new facilities are being built under the University's five-year expansion program which will see about

A FAMOUS BREED—As it marks its 50th anniversary, the Royal Canadian Navy looks back on a Douglas Little design mine-sweeper. The mine-sweeper never failed to sweep a mine, although it traveled the sea in several roles. Until 1944, the sweepers served mostly as coast guards in the western Atlantic. Then Canadian mine-sweepers were sent overseas to help clear the way for the Normandy invasion force. One of the Canadian sweepers, HMCS Thunder, identification pennant RYMG, glows through a heavy sea, (above).

—National Defence photo.

Big breakfast age

That boy or girl in your family who is attending high school this fall needs a heartier breakfast than in previous years. As boys and girls reach adolescence, their nutritional needs are higher than ever before. Boys need more food

showed that those who had poor breakfasts rarely made up the loss at the other two meals. Only one teenager in five ate enough of the right foods at noon or evening meals to compensate for a skimpy breakfast. Those who ate breakfast were more likely to get the acids and amounts of foods needed than those who went without.

In a study conducted among 17 to 19 year old girls, it was found that those who skipped breakfast cut their diets down to 60 percent of their calories and vitamin C needs and 10 percent of their iron and choline quinine. Among these girls the breakfast skippers were much more likely to eat snacks between meals and these snacks usually were sweets or other high-calorie foods. Thus by not having breakfast they ran short on important vitamins and minerals and had as many or more calories than the breakfast eaters.

Then at any other age and girls more than at most other times in their lives. Enjoying a substantial breakfast is the right part of eating for the day.

Notwithstanding there is no substitute for a good breakfast. It is difficult or impossible for young people to make up at other meals or by between-meal snacks the food missed at breakfast.

A study of high school students

Famous cartoonist visits Jasper

Jasper, Alta.—Jasper the Bear was the only VIP not present here to welcome James Simpkins, noted Canadian cartoonist and creator of "Jasper the Bear," as he stepped off the train here.

However, the bear's reticence to pay tribute to his best friend agent did not surprise his creator. Local experts on the bear's media role in the local industry on Canada's largest national park—home of the roiling black bears whose factual and fanciful antics have become internationally popular since his creator introduced the animal in *Maclean's Magazine* several years ago.

In fact, it was a story in that magazine that tipped the Chamber of Commerce President Bob Dewar local dignitary. That cartoonist Simpkins had never seen the locale for his cartoon creation.

So the local chamber went into action, drew up a five-day whirlwind research tour of the "real" bear's favorite haunts for the cartoonist who lives in Beaconsfield, Quebec.

Give for CARE today...
...A CURE tomorrow
Support your local
Artistic campaign

Scrumptious! Different!

If you bake at home, try these tender, puffy little rolls with the sophisticated scent of toasted seeds. Try them soon! And for finest results always use Fleischmann's Active Dry Yeast.

For more recipes, visit us at www.fleischmanns.com

RICH SEED BRAIDS

1. Scold
- 1/2 c. milk
- 2 c. water
2. Measure, measure into small bowl
- 1/2 c. lukewarm water
- 1/2 c. granulated sugar
- Sprinkle with contents of envelope Fleischmann's Active Dry Yeast
- Mix 10 min. THEN sit out.
3. Cream
- 1/2 c. butter or Blue Bonnet Margarine
- Cradle knead in 1/2 c. granulated sugar
- 1/2 c. eggs, salt
- Add and beat in, one at a time
- 2 eggs
- 1/2 c. white
- 50 c. dissolved yeast, lukewarm milk and
- 2 c. one-ounce all-purpose flour
- Beat with smooth and elastic. Work in an additional 2 1/2 c. (about) one-ounce all-purpose flour
4. Turn out on floured board, knead until smooth and

elastic. Place in greased bowl. Grease top. Let rise in warm place, free from draft until doubled in bulk—about 1 1/2 hrs.

5. Punch down dough. Turn out on floured board, knead until smooth. Divide into 2 equal portions. Shape into rolls 9" long or into 9 slices. Divide each slice into 3 pieces, roll each piece into a 5" rope. Braid 2 ropes together to make each braid, seal ends. Arrange well apart on greased cookie sheet. Grease tops. Cover with wet towel. Let rise until doubled—about 40 min. Brush with a mixture of 1 egg yolk and 1 tbsp. water, sprinkle with caraway, poppy or sesame seeds. Bake in moderate oven, 350° F., 15 to 20 min. Yield: 6 dozen braids.



IT'S FOOTBALL Time!

The Roughriders are playing a greatly improved brand of football, according to the yardstick, but continue to lose on the scoreboard. Head Coach Ken Carpenter, after examining film of recent games, states that the failure to make scoring drives pay off can be attributed to missed assignments at critical times.

The reason for the failure of key plays near the goal line may be caused in part by over-assignment on the part of a relatively inexperienced staff. Practically all the first season offensive unit is first or second year men with the Roughriders. When an experienced team such as Winnipeg comes to town or three yards, they automatically call a play that has been paying off for them for the past three years. All the players are completely familiar with the assignment and have the confidence gained from repeated performance to make it work.

Injury to key offensive players such as Barker, Smith, Placke and Hill, has necessitated the use of a different backfield unit for practically all games.

This has been a factor in developing proper timing and teamwork in the backfield. With the return of Barker and Smith, two hard hitting fullbacks, Carpenter will be able to employ the two fullback system Ken Carpenter has demonstrated that he can be an offensive fullback or defensive corner linebacker. It is the durable type who doesn't injure

with two good fullbacks and a good offensive line. The Riders' only apparent weakness might be the lack of a good outside runner with the speed and deception to go all the way. Saskatchewan coach is Fleming or Shannon, but then so could Edmonton and

A number of the new Roughriders have already been in the statistic figures of the W.F.L.

Quarterback, Bob Placke in his first three games accounted for 17 points for a completion average of 61 percent. This was the best record of any quarterback in the league. Bob accomplished this in the first three league games, as he has been added with an ankle injury and Don Albert replaced him against Winnipeg and in Calgary, August 29th.

Francis Francis, second year Canadian with the Riders, has caught the most passes of any receiver in the league. His record stands at 19 for 22 throws, for a total gain of 311 yards. Francis has also caught the attention of the fans with his running in the early season.

CONTAMINATION OF FOOD Uncovered wounds on the hands may cause contamination of food that is being while the hands are uncovered. Care should be taken to keep hands completely clean both when cooking or preparing food.

Whirl of fashion PRINTED PATTERN

4657
SIZES
6-14



Low-waisted whirl style—cool for summer! Perfect for back-to-school with a pert Peter Pan collar. New look style to delight a fashion-minded girl.

Printed Pattern: 4657: Girls' Sizes 6, 8, 10, 12, 14. Blue 10 takes 2 1/2 yds. Yards 8-10-12-14.

Printed directions on each pattern part. Pattern accurate.

Send forty cents (\$40) in coin (change cannot be accepted) for this pattern. Please print plainly name, address, style number.

Ann Adams Pattern Dept.
Department P.P.L.
61 First Street, W. Toronto



Four members of Canada's women's swimming team take time off from the Olympic Games' competition to chat with British kayak paddler, Ray Bick, at Lake Abasco. Left to right, they are Margaret Iwanski, Sara Barber, Judy McMillan and Mary Stewart.



Greg Clark, an associate editor of WEEKEND MAGAZINE, shows off a shillelagh to Dr. Barbara Ventrone, Enrichment magazine columnist and advertising day at the Canadian National Exhibition. The veteran writer was honored by officials.

Woman's Day

MADELINE LEVASON

THE NICE CUSTOMER

Are you a nice customer? Do you suffer in silence the routine of supermarket aisles? Well, take heart, a new deal is coming.

After spending lots of money on scientific surveys, advertising and research into the motivations which make customers part with their money, modern merchandisers are rediscovering a lot of old-fashioned truths. They tell all down to simple politeness. "Smile at your customer," is the theme of a new-old campaign aimed at salespeople everywhere.

Modern sales training classes, conferences, booklets and articles are all singing the same song. Smile salespeople can kill the most expensive and high-powered build-up. Even the laziest staff can excel without high-fluting sales jargon.

A story entitled "The Nice Customer" is being distributed to salespeople and it sums the whole thing up perfectly. It quotes a lady who claims to be a nice customer. She says: "I never complain, no matter what kind of service I get. If I get a few nice salespeople, I'm as polite as can be. I never kick, nag or criticize. I wouldn't dream of making a scene, as I've seen some people doing in public. I think that's awful."

I'm a nice customer, I'll tell you. I'm a nice customer. The customer who never comes back! I laugh when I see them frantically spending their money on advertising to get me back, when they could have held me in the first place with a few polite words and a smile.

It all sounds elementary but the fact that the art of selling has been brutalized is being recognized at last. Even the proudst of salespeople are the customer. They have been treated like an intruder, are humiliated at their employees about the importance of smiling at the customers and treating them with politeness. A new deal is certainly on the way.

THINK AHEAD

Do FALSE TEETH

Rack, Slide or Slip?

PASTEDIN, an improved powder to be applied on moist or moist lips, does not dry out. It is a new type of false teeth which does not dry out. It is a new type of false teeth which does not dry out. It is a new type of false teeth which does not dry out.

ANGELINE'S, 40 Abasco, 1.50 cents.

If You're TIRED ALL THE TIME

And then everybody gets a "breakdown" feeling, and may be followed by backache, perhaps nothing serious, but just a temporary inconvenience. That's the kind of thing that the Dads' Clinic can do. The Dads' Clinic can do the laundry to relieve the stress of the day. The Dads' Clinic can do the laundry to relieve the stress of the day. The Dads' Clinic can do the laundry to relieve the stress of the day.

When you're phone Long Distance

for FASTER service

KING PLANET JR.

Cultivator Steels

for FASTER service

10 Different Group Series for Field Cultivators

12 Different Group Series for Deep Tillage Plows

BUILT TO LAST... because they are Kingstons. This is a series of exclusive products through which all forms of Kingstons Tillage Steels, and which accounts for their amazing wear quality.

For basic quality every steel is high carbon

For wear every steel is tempered

For longer every steel is tough

For secure and polish every steel is superbly finished

Completely Guaranteed

C. C. KING & CO. LTD.

100 ERIN STREET, WINNIPEG 3

BUT FROM YOUR LOCAL DEALER

KING PLANET JR.

Cultivator Steels

for FASTER service

Leave us your next
Order for
Printing

You do not have to send elsewhere when you can get it just as neatly and cheaply at home

Our Print Shop is ready always to meet your requirements in

Everything in the Job Printing Line

The Times Job Department

P. O. Box 280

PROTECT YOUR STORED GRAIN
KEEP IT DRY — STORE IN INSECT-FREE GRANARIES
for Granary Clean Up Use Malathion-Abol-Mil Spray
MALATHION IS SAFE — CHEAP — EFFECTIVE
Consult Our Agents For Prices

Use PIONEER ANTIFREEZE In All Farm Motors and Cool Trucks
In Pits In Cattle Barns — Chambers — Goads

PIONEER GRAIN COMPANY LIMITED

Important dates to remember at
Charter's Sale Yards, Brooks, Alta.
October 14, 1960: Top quality Be-
gistered Purebred Sheep. From
R. and T. Hanching Co., Columbia,
Hampshire, & Suffolk Cross, Lamb
and Ram.

All outstanding sales also.
October 19, 1960: The Eighty-
fourth Annual Sale, Range
feeder lambs, Reg. rams. Gov't Vet.
inspected. Ages guaranteed.
In lot at these Fall Sales.
Hank Chatham, Ancaster, Ont. 1300
Brooks, Alberta. Ph. 334-2326

What Alberta's finest
MADE PRODUCTS

BUY ALBERTA
MADE PRODUCTS

CONSUMER PRICE INDEX

Although nearly every month release by the Bureau of Labor Statistics shows the consumer price index at a new all-time high, this much, at least, must be said for these reports: Their resourcefulness in discerning the brighter spots in what one observer regarded as a picture of unbroken drabness seems at times to be virtually boundless. Comment is that of the N.Y. Times, and relies solely to statistical releases by a single agency of the U.S. Government.

One can say that the N.Y. Times comment could be applied to official statistical data released by various departments and agencies of government in this country. Dominion Bureau of Statistics, for example, says that the price of unprocessed, rarely falls into error of including interpretative comment other than that required for purposes of comparison. Danger always exists, however, that DBS and other agencies, when pressed by the Government for economic news, may cloud the real picture by way interpretations which, in fact, are unreliable because they fail to tell the whole story.

Right now all Canadians—and this should include cabinet ministers and political leaders—must be aware of the unmitigated, un-edited facts about the state of the national economy. Any tendency to interpret the economic facts should be rigorously suppressed.

Local & District

Miss Elsie Marshall, of Calgary, was a visitor in Delta over the week end.

Don Williams and Mrs. Mak were week end guests at the home of the former's parents, Mr. Mrs. M. Williams.

Mr. and Mrs. Joe Dracul (nee Sally O'Rourke) were recent visitors at the home of Mr. and Mrs. Bert Marshall.

Stuart Sloan is a patient in the Health Station.

The weather remains dry, but cooler, with occasional skies at this writing, Tuesday eve. The temperature is in the low 60's.

Alberta Chiropodist Assoc.

CALGARY—School children in Alberta will once again be eligible for free spinal examination, Sept. 28 to Oct. 1.

For the second year, the Alberta Chiropodist Association is sponsoring Back-to-School Free Spinal Check-Up.

It is encouraging that a year's later, association president Dr. D. F. Lawson of Calgary disclosed that 3,558 children were examined last year, when the nation-wide public service of the chiropodist profession was introduced to the province.

Last year's results prompted from the association the importance of having a public service of chiropodists in the province. Dr. Lawson said that 23 per cent of the children checked last year were completely free of spinal abnormalities.

Children from nursery school through high school, are eligible for the free examination. Dr. Lawson pointed out that a young boy is continually undergoing structural changes and development, and that a spinal examination at an early stage of life is very important.

THE WORLD OF WHEAT

W. E. MALAN, JR.
Responsible Director
WHEAT MAJOR EXPORT, LIMITED

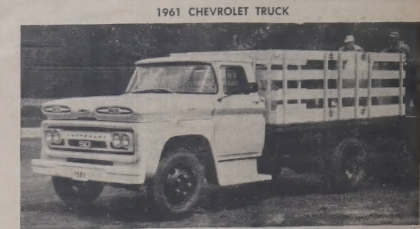
MAJOR CHANGES IN YIELD PER ACRE

A Glance at The World Situation

A comparison of average grain yields per acre with those of the immediate pre-war period shows some striking increase. Especially is the case in Western Europe where this reported the output per net of land has been considered a more important yardstick than output per net of labor.

Significant as the improvement in wheat yield has been in this part of the world, that shows far both barley and corn has been even more pronounced. Wheat, with a 40 per cent increase in yields since the pre-war period, at present averages about 30 bushels per acre. In very favorable years, however, wheat yields in the Netherlands and Denmark are reported to have averaged close to 60 bushels per acre. In the United Kingdom average yields of wheat reported for the years 1951 to 1958 were 46.1 bushels per acre compared to 41.7 bushels per acre in the 1949 to 1950 period and only 34.4 bushels per acre for the years from 1931 to 1938.

In Eastern Europe there is generally been a significant increase in wheat yields at the same rate of this country in the past few years. In 1958, for example, the average return is still only about 10 bushels, and Pakistan where the average last year was running at



This is the Chevrolet Medium-Duty Stake, one of the many models in Chevrolet's 1961 truck line. Among the refinements in the 1961 line is a smaller floor tunnel in some models which increases leg and foot room; improved hovers; new exterior colors and interior trim.

about 11% to 12 bushels per acre.

Several Latin American countries show some improvement in this respect but outstanding in Mexico where the average yield of wheat per acre has almost doubled since 1934-38. Unfortunately a comparable picture cannot be obtained in North America (Canada and the U.S.) for the reason that yields in the extended drought period of the 30's were abnormally low and meagre, therefore, the comparison seems with those of today.

It is known, however, that the long-term average yield of wheat on the Canadian Prairies (1908 to 1950 inclusive) was 16.7 bushels per acre, whereas the average yield for the past 20 years has been 18.5 bushels per acre.

FRIDAY, SEPTEMBER 30
3:30 p.m. Halifax Theatre
6:00 p.m. Joan Moulton
6:30 p.m. Tango
6:45 p.m. CBC Reporter
6:50 p.m. Evening Reporter
6:55 p.m. News
7:00 p.m. Byline
7:05 p.m. CBC Reporter
7:10 p.m. CBC Reporter
7:15 p.m. CBC Reporter
7:20 p.m. CBC Reporter
7:25 p.m. CBC Reporter
7:30 p.m. CBC Reporter
7:35 p.m. CBC Reporter
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12:00 p.m. CBC Reporter

RADIO

The following are among the highlights of programs to be heard over CBC stations on Thursday, Friday, Saturday, and Sunday, Sept. 29, 30, Oct. 1 & 2. All times mentioned are Mountain Standard Time.

THURSDAY, SEPTEMBER 29
3:30 p.m. The Hearing Testimony
4:00 p.m. Concert with Music
4:30 p.m. Tango

6:00 p.m. CBC Reporter
6:05 p.m. CBC Reporter
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11:55 p.m. CBC Reporter
12:00 p.m. CBC Reporter

Church Services

THE UNITED CHURCH OF CANADA

Mr. Ernie Turner, Pastor.
Delta and Coquitlam
Delta Sunday School... 10:45 a.m.
Delta Church of Worship... 11:00 a.m.
Delta Fellowship Service every Friday night, at 8 p.m.
We invite you to come

Delta Inter-Denominational Church

Mr. Grant Williams, Pastor.
Sunday School... 10:30 a.m.
Church Service... 11:00 a.m.
Christian Fellowship Service every Friday night, at 8 p.m.
We invite you to come

Local Grain Prices

Onlar	
1 c.w.	25%
2 c.w.	22%
3 c.w.	20%
4 c.w.	18%
5 c.w.	16%
6 c.w.	14%
7 c.w.	12%
8 c.w.	10%
9 c.w.	8%
10 c.w.	6%
11 c.w.	4%
12 c.w.	2%
13 c.w.	0%
14 c.w.	-2%
15 c.w.	-4%
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95 c.w.	-164%
96 c.w.	-166%
97 c.w.	-168%
98 c.w.	-170%
99 c.w.	-172%
100 c.w.	-174%

Demition Wheat Board Prices

No. 1 Northern	1.21%
No. 2 Northern	1.17%
No. 3 Northern	1.13%
No. 4 Northern	1.09%
No. 5 Wheat	0.88%
No. 6 Wheat	0.84%
Feed Wheat	0.71%

Canada has a healthy 600,000 tons of wheat. Only 140,000 tons are used.

SHOOT THE GOPHERS... NOT THE INSULATORS

Shooting electrical gophers endangers not only your own life, but the lives of other people. A hospital might be put out of operation. Any way you look at it, a broken insulator hurts the community, and the marionette who does the damage could easily be electrocuted by a wire whipped toward him in the breeze.

"Power for Alberta's Progress"

Canadian Utilities, LIMITED

THE ACT OF SHOOTING INSULATORS IS PUNISHABLE BY LAW

Check Your Home For Fire Hazards

FIRE PREVENTION WEEK
OCT. 9th to 15th.

Save Your Home For Fire Hazards